R J Reynolds
Tobacco Company

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Sent Via E-Mail

July 6, 1995

-100 Parent Accts
-Comp. Promo. Act.
-Comp. Promo Act. (100 Ship To's)
Every other wk. throughout 1995

R. C. Farmer
R. F. Kane
J. R. Loftin
B. G. Norman
J. P. Renehan
P. E. Schmidt
M. A. Young

Subject: **Updates on "Partners" Program Presentations and Competitive Activity Recap**

As a follow-up to my letter dated May 22, 1995, on the above mentioned topic, listed below are some revisions on what we would like to have reported:

- Wholesale "Partners" Presentations Topline Top 100 Parent Accounts: continue to submit until all Regions identified accounts are contacted and the results reported.
done no need to report
- Retail "Partners" Presentation Topline Top 100 Retail Chains: continue to submit until all Regions identified accounts are contacted and the results reported.
(Waiting for Pathmark)
- Competitive Promotion Activity - Top 100 Retail Chains and Top 100 Retail Direct Accounts and Their "Ship-to's": the vast majority of the information we are getting on these two reports are the current competitive activities, which are being worked at retail. The initial intention was to try to learn about planned competitive activity as soon as possible, prior to the activity taking place. In other words, if we uncover promotional presentations made by one of our competitors for 4th Quarter, this information should definitely be included.

Volume based SAM's + GMI's

Additionally, you should include any out of the "normal" activities encountered; i.e., a competitor changes discount values. In other words, any significant activity you would want Dave or Jim Maguire to know.

We realize in many cases you will not have much activity to report every two weeks, however, it is our belief that the activity that is reported should be more meaningful. Please call if you have any questions.

Don

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c: Dave Wilmesher

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